

CASE STUDY - NEWSPAPER DIGITIZATION

New York Daily News

A major urban newspaper uses Digital Divide Data's service to digitize their archives.

Business Challenge

A major urban newspaper wanted to digitize their photo archive to create new online content and preserve an important historical asset. The photo archive spanned 70 years and contained 700,000 photos. Each published photo was stored in a sleeve with several non-published images from the event, a clipping from the newspaper article. Photographers, dates, and other important data was written on the sleeves or written on scraps of paper in inside.

DDD Solution

Working with a the newspaper's editors and an imaging partner, DDD crafted a comprehensive digitization workflow to manage the project, capture critical metadata and ensure the highest quality. This process enabled our client to outsource the metadata capture to DDD, bringing the significant costs savings and scale required to make the project affordable and achievable in their time-frame.

DDD deployed an on-site project manager to their newspaper's offices to work directly with the imaging partner and the paper's staff. Our project management process provided critical communication tools, technology and resources to combine all of the images and data into a complete database of the photo archive.

From the multiple images — the sleeve itself, newspaper clippings, and notes — DDD entered the caption, article headline, date, photographer, and affiliation for each photograph. DDD also designed a customizable software tool for embedding every digital image with metadata, ensuring a digital photo would never be lost and the data will always be searchable - regardless of what asset management system our client may develop in the future.

Impact

The project has increased the newspaper's online photographic offerings, and allowed its editors to quickly and easily access historical photos for use in print issues and magazine specials.

Digital Divide Data powers the data entry, XML conversion and digital preservation needs of publishers, libraries, content hosts, academic researchers and businesses world-wide. We deliver these services on the foundation of a socially responsible model that creates opportunity for the world's poorest citizens to earn competitive wages, complete their education, and achieve upward mobility through working in our business.

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